

**REMARKS**

In light of the above amendments and remarks to follow, entry of this amendment and reconsideration and allowance of this application are respectfully requested.

Claims 13-16 have been amended. Claims 13-19 are pending in this application.

Claims 13-19 were rejected under 35 U.S.C. § 112 ("Section 112"), second paragraph, for insufficient antecedent basis for the limitations "the quotient," "the favorite content lists" and "content items." Claims 13-14 have been amended to recite "assigning a quotient...," and provide antecedent basis for the limitations "favorite content lists" and "content items" at line 3 and lines 6-7, respectively. Claim 15 has been amended to recite "assigning a quotient...," and provides antecedent basis for the limitations "favorite content lists" and "content items" at lines 11-12. Claim 16 has been amended to recite "storing favorite content lists" and "assigning a quotient...," and provides antecedent basis for the limitation "content items" at lines 16-17. Accordingly, based on the amendments of claims 13-16 and in view of the limitations already present in claims 13-16 as identified above, the Section 112 rejections of claims 13-19 have been overcome and should be withdrawn.

Claims 14 and 18 were rejected under 35 U.S.C. § 101 ("Section 101") for being directed to non-statutory subject matter. Claim 14 has been amended to recite that the claimed steps of "assigning ...," "generating ..." and "ranking..." are "by a processor." (See, for example, FIG. 2 and specification at pg. 13, ln. 17-25). Accordingly, based on the amendment of independent claim 14, the Section 101 rejections of claim 14, and claim 18 which depends from

claim 14, have been overcome and should be withdrawn.

The Examiner's statement that claims 13-19 would be allowable if amended to overcome the above-identified rejections of these claims under Section 112 and Section 101 is acknowledged. It is respectfully submitted that claims 13-19 have been amended to overcome the rejections under Section 112 and Section 101, such that claims 13-19 are in condition for allowance.

As it is believed that all of the rejections set forth in the Official Action have been fully met, favorable reconsideration and allowance are earnestly solicited.

If, however, for any reason the Examiner does not believe that such action can be taken at this time, it is respectfully requested that he/she telephone applicant's attorney at (908) 654-5000 in order to overcome any additional objections which he might have.

If there are any additional charges in connection with this requested amendment, the Examiner is authorized to charge Deposit Account No. 12-1095 therefor.

Dated: December 28, 2009

Respectfully submitted,

Electronic signature:

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